

PHYSICAL ACTIVITY. THE ARTHRITIS PAIN RELIEVER.

“HOW TO” GUIDE



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Centers for Disease Control
and Prevention (CDC)
Atlanta, GA 30341-3724

Dear Colleague:

January 17, 2003

I am pleased to announce “Physical Activity. The Arthritis Pain Reliever.” a campaign to promote physical activity as a method of arthritis self-management. As you know, physical activity can have an important and beneficial effect on arthritis pain and associated disability. Moreover, research conducted on behalf of the Centers for Disease Control and Prevention (CDC) showed that the campaign audience—lower-income African American and Caucasian persons with arthritis, aged 45-64—identifies pain relief as a key concern and is open to learning appropriate arthritis self-management techniques.

Working together, state arthritis programs and their partners, along with the CDC aim to encourage audience members to begin or increase participation in moderate physical activity. The campaign promotion materials are designed to:

- Raise awareness of physical activity as a way to manage arthritis pain and increase function.
- Increase understanding of how to use physical activity (types and duration) to ease arthritis symptoms and prevent further disability.
- Enhance the confidence or belief of persons with arthritis that they can be physically active.
- Increase trial of physical activity behaviors.

The campaign was pilot tested in six states during the spring and summer of 2002, and was refined based on these experiences. The CDC has developed the information in this package to assist you in disseminating the campaign’s messages, materials, paid advertisements, and public service announcements (PSAs) in your state or local area. You will find:

- Tools to help you plan your campaign, including an audience profile.
- Information about placing PSAs and buying radio airtime.
- Specifications and technical information for localizing and reproducing print materials and radio advertisements.
- Compact disks (CDs) containing master copies of four radio PSAs, two paid radio advertisements, and all print materials.

Thank you for your efforts on behalf of this important campaign. If you have any questions or comments, please feel free to call me at 770-488-5856 or contact me via e-mail at tob9@cdc.gov

Sincerely,

Teresa J. Brady, PhD

Teresa J. Brady, Ph.D., Senior Behavioral Scientist

Physical Activity. The Arthritis Pain Reliever.

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I

CAMPAIGN PLANNING

Questions to Consider

As you review this package of materials and begin to plan your campaign, please take the time to think about whom you will try to reach and the best ways to do so. While research conducted by the Centers for Disease Control and Prevention (CDC) and the experiences of the pilot test provide a strong foundation, your campaign will have a greater chance of success if you adapt it to meet local needs and appeal to local audiences. Develop a plan that takes these issues into consideration to help you decide, for example:

- Whether to gear your campaign toward the entire target audience or toward a sub-segment.
- The best media, community channels, and materials with which to reach your audience.
- What support can be provided by other organizations.
- How to reproduce your materials.
- How you will disseminate your campaign materials.

Two documents are provided to help you with this task. Appendix A includes a detailed target audience profile that includes information about health beliefs, concerns about and experiences with arthritis, audience media preferences, and more. Appendix B provides an Implementation Planning Worksheet that you can use to help you plan in advance and decide what makes the most sense for your local campaign.

Materials

The Physical Activity. The Arthritis Pain Reliever. campaign consists of radio advertisements (paid or PSA, taped or live-announcer scripts), a brochure and countertop brochure holder, and print advertisements and posters. Please see Appendix C for a complete listing of campaign materials.

Materials are provided, both in hard copy and on compact disk (CD). You may use any or all of the materials in your campaign, depending on your resources, goals, and specific target audience. Use of these materials is further explained in subsequent sections. Please refer to Appendix E for printing specifications.

Radio Advertisements

Note: The radio ads (both paid advertisements and PSAs) may be aired between April 1, 2003 and March 31, 2006. After this date, it will be illegal for radio stations to air any ads.

There are several advertisements of varying duration, each of which has a unique identifying broadcast code number (in parenthesis below) that must be used when placing the ads:

- Two 60-second spots to be used as public service announcements **only** (Don't Sit Still/CDC AF National PSA - RCDC-1026; Take a Walk/CDC AF National PSA - RCDC-1016).
- Two 60-second spots (same content as above) available in a 55/05 format to be used as public service announcements **only**. In this version, the ad runs for 55 seconds and your local organization's personalized information can be added for 5 seconds at the end (Don't Sit Still/Local PSA - RCDC-1146; Take a Walk/Local PSA - RCDC-1136).
- Two 30-second spots that can either be used as paid ads (Don't Sit Still/CDC AF National Paid Ad - RCDC-1203; Take a Walk/CDC AF National Paid Ad - RCDC-1193) or as public service announcements (Don't Sit Still/CDC AF National PSA - RCDC-1043; Take a Walk/CDC AF National PSA - RCDC-1033). The ads to be used as paid versus PSAs are placed on two separate disks.
- Two 30-second spots (same content as above) available in a 25/05 format. In this version, the ad runs for 25 seconds and your local organization's personalized information can be added for 5 seconds at the end. As above, the ads to be used as paid (Don't Sit Still/Local Paid Ad - RCDC-1183; Take a Walk/Local Paid Ad - RCDC-1173) versus PSAs (Don't Sit Still/Local PSA - RCDC-1163; Take a Walk/Local PSA - RCDC-1153) are placed on two separate disks.
- A 30-second and 15-second "live-read" public service announcements. These are scripts that radio announcers read live on the air.

You have the option of placing the 30-second spots as PSAs or as paid ads (please use the broadcast code numbers to differentiate the ads). However, it is difficult to run *both* paid ads and PSAs simultaneously in the same market. If you are paying for air time on one station, others will probably be less willing to provide you with free advertising. As with other choices you will make as you plan your campaign, this is a decision that depends on how you want to allocate your resources and where you think you will have the greatest chance of success. Each option has its advantages, and there are strategies for being successful either way. Please see Section II for ideas and suggestions.

Brochures

Two six-panel brochures, which may be printed in color or black and white are available. Please note that the content of the brochures is identical – only the photo arrangement varies. One brochure has a Caucasian woman swimming on the cover; the other feature two African American women walking on the cover.

The Oregon Department of Health Services created a simple brochure insert featuring local PACE resources.

The brochure is designed for placement in community locations where members of the target audience are likely to see and pick it up—like stores, Laundromats, community centers, and other locations. See Section III for more ideas on placement.

Brochure Holder



A collapsible cardboard brochure holder designed to accommodate the brochures mentioned above is available. You may order these holders from Screen Art Posters, Inc., 4333 East 10th Lane, Hialeah, FL 33013 (305-681-4641) Ask for BRO-HOLD MODEL # A414-112. Cost will vary according to the quantity ordered; it is generally under \$1.00 per holder.

Two design options are possible for incorporating the “Physical Activity. The Arthritis Pain Reliever.” campaign name and logo on the front panel of the holder:

1. Order the brochure holders and request that the manufacturer print the campaign information on the front panel. This needs to be communicated when the order is made with the company. Find the disk that has the folder called “Brochure Holder Label” and send the files on the CD (via e-mail or non-electronic delivery) to the printer with a photocopy of the sample brochure holder; or
2. Order the plain white holder. Take the label files on the provided disk to your local printer and have them print “crack and peel” stickers. Adhere to the front of the holder. The most appropriate type of stickers to use a 3” x 3.75” rectangle size Avery label. You can also purchase these labels in sheets from an office supply store and print them out with your office laser printer. This option will save money but will likely result in a lower quality product.

Notes:

The same file can be used for the label and for printing directly on the box. Please refer to the enclosed label sheet for reference.

The brochure holder or sticker can only be printed using black ink. Please do not print it in any other color. For option #2, you can chose a colored label if you prefer.

Print Advertisements

Four print advertisements. The ads are entitled: “Don’t sit still for arthritis pain” (with an African American man washing a car), “Reduce arthritis pain?”(two versions; Caucasian couple dancing, Caucasian woman swimming), and “What to take for arthritis pain?”(African American women walking). There are several ads featuring different people and activities, so consider your specific target audience and the physical activities they’re likely to do when deciding which ad(s) to place. Each ad comes in four sizes: 7” X 10”, 5.25” X 6.50”, 2.25” X 10.25”, and 5” X 2.25”, the latter of which is text-only.

The Arthritis Foundation’s Eastern Pennsylvania Chapter targeted an audience that was primarily African American. So, they opted to focus their resources on the “Don’t Sit Still” and “What To Take” materials, which feature photographs of African Americans.

Posters

Two posters are available, one featuring a Caucasian woman riding a bicycle, the second depicting two African American women walking. The poster is available in 22” X 34”. Before printing, check to see if the locations at which you plan to display the posters can accommodate them.

The Minnesota Department of Health found the smaller poster size easier to place in a variety of settings.

Reproducing Print Materials for Distribution

As you plan your campaign, consider whether or not you will localize the print materials. If you decide to do so, remember to provide your vendor or art department with your organization’s telephone number, Web site address, program name, or logo, as appropriate. Take a copy of the appropriate specifications sheet (see Appendix E) to your printer with the disk.

The print materials on the CD are provided in both Adobe Portable Document Format™ (PDF) and QuarkXPress™ file formats. QuarkXPress™ files provide the option to localize materials. You may add your organization’s contact name to the list of sponsors after the Department of Health and Human Services and also add your logo in the space indicated. You also may replace the Arthritis Foundation’s national toll-free telephone number with your organization’s phone number or Web site address.

The text-only print PSA is an exception, as it does not allow space for localizing. The press-ready PDF files do not provide the option to localize, and can only be printed as is. You may print these from your computer or take them to a local printer for a higher

quality product. All print materials with the exception of the brochure holder label are available in 4-color process and black and white. Printing in black and white can help to reduce costs, but will obviously be less eye-catching. This is an important tradeoff to consider as you think about allocating your campaign resources.

When to Run Your Campaign

Besides National Arthritis Month in May, you may also want to keep in mind:

- ***Seasons.*** Depending on where you live, your target audience may or may not be in town. For example, Arizona found that many in the target audience leave town during the summer.
- ***Timing.*** Consider other community activities to tag on to and competing activities to avoid.

Several states that pilot tested the campaign ran the campaign from late April through May—timed with Arthritis Month. The North Carolina campaign co-coordinated with two national senior physical and fitness events during National Arthritis Month and National Seniors Month.

II ADVERTISING

Public Service Announcements (PSAs)

PSAs are *unpaid* advertisements that promote the programs of organizations serving the public interest. PSAs can be a powerful and economical way to reach audiences. For a message to qualify as a PSA, it must be:

1. Non-commercial in nature.
2. Brief and concise (generally 30 or 60 seconds).
3. Delivered by, or on behalf of, a nonprofit organization, charity, or other important community group.

Placing Radio PSAs

As part of the “Physical Activity. The Arthritis Pain Reliever.” campaign, the CDC has developed four radio PSAs for distribution: “Take a Walk” and “Don’t Sit Still” each in 30- and 60-second formats. Each PSA includes a toll-free telephone number people can call for free information on arthritis.

Because radio stations are no longer required to use PSAs, competition is intense for the time they choose to donate. However, most station media managers want to respond to their community’s concerns and are especially interested in communicating timely and relevant information on public health. This is where you can play a critical role—by meeting or talking to your local station media managers to explain the impact of arthritis on their local audience and the importance of disseminating information on physical activity as a means of reducing pain and disability associated with this condition.

The Illinois Department of Public Health found greater success with live-read scripts.

The North Carolina Division of Public Health was able to place PSAs after meeting with Public Affairs Directors from three radio stations.

Some radio stations may prefer to use live-read announcer scripts for brand identity purposes. In addition, when announcers and disc jockeys read a PSA, the audience identifies the familiar voice and recognizes that the information is a public service message meant to benefit their community and listeners. (See Appendix D for the live-read and recorded radio scripts.) You may photocopy and send the live-read scripts to radio stations as part of the radio PSA promotion.

Note:

Tell PSA directors about the importance of airing the PSAs in the weeks and days leading up to any arthritis-related event in your community. Media managers usually need 2-4 weeks to place a radio PSA into a broadcast rotation cycle, so plan ahead. Encourage stations to air the PSAs at times when the highest numbers of people are most likely to be tuning in. The best periods for radio are during the morning or evening “drive time” (5:00 a.m. – 10:00 a.m. and 4:00 p.m. – 7:00 p.m.).

Reproducing Radio PSAs for Distribution to Radio Stations

To reproduce the radio PSAs, take the master CD (included in this package) to your local CD duplication company, studio, or fulfillment house. To add a local identifier to the 55/05 or 25/05 versions, work with a local recording studio or production house to record the remaining five seconds.

Placing Print Advertisements

The campaign includes four print advertisements; each features a different type of physical activity.

The Arizona Department of Health Services found it most cost effective to reach their audience through local newspapers. For about the cost of one ad in a major city paper, they were able to purchase space in 40 smaller newspapers.

Since newspapers and magazines have a limited number of pages and publish on a certain schedule and frequency, print PSAs can be more difficult to place than radio spots. The competition can be just as intense if not more so. As with radio, successful print placement depends on how well you market or pitch your issue locally. One way to do this is by using statistics or facts on arthritis in your community. For example, how many people

in your community are affected by arthritis? Disabled by arthritis? Getting placement is also much more likely if your PSA meets the publication’s printing requirements. The less work a media outlet has to do to use your PSA, the more likely it is that it will be published. The specifications of the print PSA included in this package are the most commonly requested by print publications.

Note:

You may want to start making calls to newspapers as early as two months in advance to pitch print PSAs. For example, if you would like the PSAs to appear during National Arthritis Month (May), start making calls in March. In general, call newspaper contacts two to three weeks before the date you’d like to see the PSA published. Again, make your calls a few weeks in advance of any arthritis-related event to encourage print placements to appear in the days leading up to the event.

Research conducted for CDC found that the audience for this campaign is more easily reached through newspapers than magazines. The magazines most read by women members of this audience include home, family health-related magazines, and ethnic magazines for African American women.

Making Contact

Personal contact is often the deciding factor in placing a PSA. First, find the appropriate individual at each media outlet. The person in charge of PSAs may have a different title at every media organization, so it may take a few phone calls to figure out the appropriate contact.

- **Radio.** The Programming Director or the Public Affairs or Community Relations Director is usually the person who decides what PSAs will be aired.
- **Print.** For print, the appropriate person may hold the title of Advertising Director, Publisher, Production Director, Production Manager, or even Editor at smaller publications.

Once you have identified the appropriate person at each outlet, send them a letter stating why the PSAs are important to people in your community and request that they air or print the PSAs on their station/in their publication. A sample letter to the public service director is included in this package (see Appendix F). Feel free to personalize this letter to meet your specific needs. It is always a good idea to follow your letter with a phone call to gauge interest and to provide additional information or materials if appropriate. Let your contact know how important their role is in providing the community with this vital information on arthritis. Finally, if your PSA is aired or printed, send a brief letter thanking your contact for his/her help.

Key Points about the Campaign

Following are key messages to include in your discussion with radio and print contacts.

- Physical activity can help persons with arthritis do something themselves to improve their arthritis symptoms.
- Many audience members feel that their condition interferes with work or their personal life. In addition, many think there is not much they can do to improve the pain or disability associated with their symptoms - but this is not true.
- Moderate physical activity has important and beneficial effects on arthritis pain and associated disability. At least 30 minutes a day, three or more days a week, can help relieve arthritis pain and stiffness and provide more energy.
- Regular moderate physical activity can help persons with arthritis do more activities, be more flexible, and feel more energetic and positive.
- Walking, swimming, and biking are particularly good activities for people with arthritis. Everyday activities such as dancing, gardening, and washing the car are also beneficial.

- Most audience members prefer self-management techniques to pharmaceuticals to manage their condition.

Paid Radio Advertising

Purchasing radio time, that is, paying to have your ads aired versus arranging for PSAs, has the advantage of guaranteed placement—assurance that your ad will air. It also allows you to choose when the ads will run. Some aspects to consider include:

- **Strategy.** Arrange for the ads to run on the station(s) that attract your target audience in the time of the day when your target audience is most likely tuned in. You can ask the stations' advertising representatives to run reports on how their listenership compares with your desired target audience.
- **Repetition.** Effective radio ads work by repetition. So if budget allows, arrange to have the ads aired frequently (this applies whether ads are paid or not).

Money Saving Tips

Stations charge different rates, depending on the time of day ads are aired. For instance, morning drive times (5:00 a.m. – 10:00 a.m.) cost more than less listened-to parts of the day, because you can reach a wider audience. Here are some considerations:

- **Buy advertising packages.** Stations will sell you multiple commercials at different times of the day to run over weeks or months. The price of individual spots can drop significantly. Also, consider booking a full year at a time, which is less expensive than month-to-month. You can still pay monthly, and ads run throughout the year. Note: this does not mean you need to, or should, run your campaign constantly over a year's time. In fact, it may be more effective to take breaks between on-air periods. However, you can still negotiate well in advance and buy multiple months at one time.

- **Ask for added value.** Often stations are willing to throw in extras in return for your purchasing airtime. This may come in the form of extra spots, or a traffic or weather sponsorship. This is a 5- to 10-second tag that you provide to them. It is read live on-air before or after a special segment such as traffic or weather and often starts with the line "Brought to you by..."

The programs in Arizona and Oregon were successful in negotiating matching time. That is, for each ad placement they purchased, they were able to secure another for free.

- **Buy cancellations.** Let radio stations know that you're willing to buy space if there is a last-minute cancellation. This may save money, however you'll need to be prepared to buy the spots whenever they become available, which may not be at your ideal time. This is another tradeoff to consider as you plan and implement your campaign.

III PROMOTION IDEAS

There are many ways to promote the campaign's messages, materials, and ads/PSAs in your community. Listed here are ideas and suggestions on how to promote the campaign in urban, rural, professional, and community settings.

Partnerships

Consider partnering with other organizations that already have relationships with or an interest in your target audience. Encourage partners to help during the weeks leading up to the campaign and throughout the entire campaign. Consider the following types of organizations:

Health-Related

Pharmacies

The Illinois Department of Public Health worked with locally-owned pharmacies to include the brochure as a bag stuffer with arthritis-related prescriptions.

Pharmacies are natural partners in reaching people with arthritis. Whether or not they use prescription medications, many people visit pharmacies on a regular basis. Speak with the owner or pharmacist about displaying campaign materials and making brochures available to customers.

Note: Chain drug stores may require corporate approval for use of materials, so ample lead time is advisable.

Hospitals, Clinics, and Physician's Offices

Ask local hospitals, clinics, or physician's offices to display campaign materials in waiting rooms. The offices of general practitioners, orthopedic specialists, and rheumatologists may be good places to start. In addition, many university hospitals have arthritis centers. Talk to the education director and ask him/her to incorporate campaign materials in a presentation or seminar on arthritis.

Screening Days

Local hospitals, orthopedic medical centers and health plans offer health screenings to the public. Call health organizations to find out when they have screenings scheduled. Ask the sponsor to display the poster, brochure, and brochure holder at the screening location.

Oregon's Department of Health Services developed a partnership with a local health plan, which mailed out brochures to subscribers and Medicare recipients.

Commercial

Contact store managers or human resource professionals in your area to discuss opportunities to provide businesses with arthritis campaign materials for employees. Provide them with posters and brochures to display in their lunchrooms, locker rooms, etc. Ask them to use the brochure or print ad as paycheck or bill stuffers.

Local businesses that may be appropriate to approach include factories, laundromats, sandwich shops, drugstores, and grocery stores. Or, consider partnering with local communication firms to help you place your print or radio spots or develop press kits.

Public or Community-Based

Government Agencies

Other programs within your own department may make good partners. The Arizona Department of Health Services, for example, partnered with their agency's physical activity program, while the Illinois Department of Public Health worked with county health departments. Several states worked with their Area Agency on Aging to reach the target audience.

To reach low-income residents in Arizona, a partnership was developed with the Department of Economic Security. The North Carolina Division of Public Health worked with the Cooperative Extension to distribute materials with home-delivered meals.

Libraries

Local libraries have community rooms where information is displayed. Contact the person in charge of community outreach/education efforts and ask if you can provide the library with campaign materials. There are numerous other community outlets where you might reach your target audience. Here are some ideas:

- Community centers
- Senior centers
- Churches
- Movie theaters
- Local "walks" or community celebration days
- YMCAs and YWCAs
- Elk Lodges and other professional or service organizations

Be creative. The Arthritis Foundation's Eastern Pennsylvania Chapter, found check-cashing locations to be ideal distribution points for campaign materials.

In North Carolina, fire stations were identified as community gathering places in rural communities.

- Bingo halls/bridge club meeting halls
- Bowling alleys
- Beauty shops/barber shops
- Convenience stores/gas stations/general stores
- Special events/health fairs

Responding to Public Inquiries

If your organization has included a local response phone number (as opposed to the national Arthritis Foundation phone number), you need to determine what information you will provide. The Centers for Disease Control and Prevention suggests a cover letter, along with any or all of the following materials available from your local chapter of the Arthritis Foundation:

- *Walking and Arthritis* brochure
- List of pamphlets available
- *Physical Activity. The Arthritis Pain Reliever.* brochure
- Information on *Walk with Ease* book
- *Arthritis Today* subscription information

Be sure to customize the response packet to reflect local programs and services, by including, for example, a listing of where PACE® (People with Arthritis Can Exercise) and Aquatics classes are offered. A sample cover letter is provided in Appendix G.

Notes:

Please refer to Section II for additional information about reaching local media.

Refer to Appendix B—an Implementation Planning Worksheet for Health Communication Campaigns—to help you plan for promoting your campaign.

APPENDIX A – AUDIENCE PROFILE AND MEDIA PREFERENCES

Campaign Target Audience Profile

The “Physical Activity. The Arthritis Pain Reliever.” campaign is designed to reach African Americans and Caucasians with arthritis, ages 45-64, with annual household incomes of \$35,000 or less, and no more than a high school education. This campaign is targeted primarily to persons within this audience whose symptoms have advanced to the point where arthritis is perceived as interfering with one or more life activities, such as work or family obligations.

Research conducted on behalf of the Centers for Disease Control and Prevention (CDC) showed that the campaign audience identifies pain relief as a key concern and is open to learning appropriate arthritis self-management techniques.

To reach these groups through the most appropriate channels, research data was analyzed from multiple sources:

- Porter Novelli’s *HealthStyles* database
- Focus groups conducted on behalf of the CDC
- Boehringer Ingelheim survey of 500 osteoarthritis patients
- Interviews with 18 physicians (internists, family practitioners, general practitioners) who treat persons with arthritis
- An extensive review of the literature
- An analysis of health trends
- A media analysis of 90 general print and broadcast news stories
- Simmons media analysis

The data provided the following insights about the audience.

Health Values and the Impact of Arthritis

- Good health is highly valued by the target audience.
 - 73% say living life in the best possible health is important to them, yet only 16% describe their health as excellent or very good.
 - Four in five agree that their health depends on how well they take care of themselves.
 - More than half say they do everything they can to stay healthy.
- More than half say they have more than one chronic health condition.
- Audience members consider arthritis to be a serious health priority when it interferes with work or their personal life.

Main Problems and Concerns About Arthritis

- Arthritis limits and controls lives by interfering with the ability to work and earn a living, socialize, and fulfill social roles—which can lead to consequences ranging from frustration to depression.
 - Men in particular regret the loss of hobbies like fishing, hunting, bowling and playing sports.
 - Women report interference with social activities they do with family and friends.
 - Both genders describe being unable to play easily with or care for children and grandchildren.
- The impact on one's ability to work at full capacity, or in some cases at all, is a major concern.
 - Men and women fear loss of independence in the future.

Interest in Self-management

- Pain reduction is viewed as the most important benefit of self-management, followed by greater ease of movement and being able to engage in desired activities.
 - In the minds of audience members, the benefits of reduced pain, ease of movement, and ability to do more activity are intertwined and are related to maintaining independence.
- Most would like to avoid drugs to manage their condition. There is a preference for self-management techniques.
- Perceived barriers to self-management options are time, cost, location and convenience.

Sources of Information about Health and Arthritis

- Peer-to-peer communication may be one of the best ways to persuade the audience to try a new health behavior. Endorsements from “real people,” or people perceived to have experienced arthritis pain themselves, are likely to be most credible.
- Although doctors are the primary source of information, only 43% of audience members say they rely on their doctor to tell them everything they need to know to manage their health.
- Relevant information on arthritis is picked up from a variety of sources including word of mouth, local television and radio health segments, brochures and fliers (in doctor's offices, pharmacies, clinics), and mailings from health insurance plans or hospitals. Few focus group participants said they seek out information on arthritis. However, all said they welcome the information when they encounter it, particularly if they are experiencing pain at the time.
- 89 % of the target audience say they listen to radio on an average day.

Audience Media Preferences

Following are examples of local radio and print outlets to target in your outreach efforts. As previously mentioned, the target audience for this campaign is lower-income (\$35,000/year or less) African American and Caucasian persons with arthritis, aged 45-64. Keep this audience in mind when developing your list of media outlets.

Radio

89% of the target audience say they listen to the radio on an average day. The most popular radio station formats among audience members are:

- Country (36%)
- Easy Listening (29%)
- Religious/Gospel (27%)
- Soft Rock (21%)
- Rhythm and Blues (21%)

A fifth of the audience members also say they listen to all-news stations.

(Source: HealthStyles, 1999)

Within the target audience, there are also some preferences by race and sex.

- Women and African Americans are more likely to listen to Religious/Gospel stations.
- African Americans in general are more likely to listen to Jazz, Rhythm and Blues, and Urban Contemporary than are Caucasians.
- Caucasians in general are more likely to listen to Country and Classical stations than are African Americans.

Print

Two-thirds of audience members read the newspaper. Examples of publications to contact:

- Regional daily newspapers
- Weekly community newspapers
- Local pennysaver/shopper papers
- Health insurance plan, HMO, or hospital newsletters

(Source: HealthStyles 1999)

APPENDIX B – IMPLEMENTATION PLANNING WORKSHEET

Select Target Audience/Market Segment (The campaign was designed for Caucasian and African American adults, ages 45-64 with incomes below \$35,000, and high school education or less.)	
Does your local audience include the entire segment, or will you focus on a subset? Please specify.	
What do you know about this audience and the community?	
What radio stations do they listen to?	
When do they listen to the radio?	
What community locations do they frequent (potential locations for brochures/poster)?	
What publications do they read?	
Who are your logical partners to help you reach this audience with this message?	
What organizations already have relationships with or interest in your target audience?	
How can you work with them?	
When is a good time to run the campaign?	
Are there any existing events or activities in which you can participate?	
Are there any competing activities to avoid?	

Which materials best match your campaign target audience and plans?	
What materials are you planning to use, and why?	
Where will you have the materials printed? Where will you get the radio spot CDs reproduced?	
If you're with a government agency, are you required to use a state sanctioned printer?	
Can your organization reproduce the materials in-house?	
Can your partners do this more easily?	
Is your agency (or proposed vendor) able to reproduce CDs?	
Localizing Materials	
Do you want to localize the materials (i.e., add a local program name)?	
What response mechanism do you want to use in your materials? What are your options?	
<i>(Generic materials give the Arthritis Foundation's national toll-free 800 line as the number to call for more information. You can use that number, or use a local number.)</i>	
Where should you place the materials you selected?	
<i>Be specific about where you plan to place which campaign materials</i>	

How will you contact the distribution channels (radio stations, community locations for brochures, posters, and other print media)? Who will actually mail/deliver the materials?

(Success of PSA placement often depends on developing and maintaining a relationship with the PSA director. Who has or can develop that relationship? Is there someone else who could handle the materials distribution?)

Material	Distribution Method

What other elements could enhance your campaign? (e.g., Creating drop-in articles, tying campaign to physical activity events, facilitating feature newspaper articles or television stories on arthritis and physical activity)

Element	Description

Evaluation: How can you tell if your campaign is reaching the target audience, or having any impact?

Indicator	Description/Notes <i>(What indicators could you use to determine campaign impact?)</i>

APPENDIX C – LIST OF CAMPAIGN MATERIALS

Recorded PSA Radio Spots: for Free/donated/PSA placement only

- Don't Sit Still (60 seconds)
- Talk a Walk (60 seconds)

Recorded Radio spots: for Paid or PSA placement

- Don't Sit Still (30 seconds)
- Talk a Walk (30 seconds)

Live Announcer Scripts for Paid or PSA Placement

- Don't Sit Still (30 and 15 seconds)
- Take a Walk (30 and 15 seconds)

Brochures (text is identical)/Brochure holder

- What to Take for Arthritis Pain? (Cover shot: Caucasian woman swimming)
- What to Take for Arthritis Pain? (Cover shot: African American women walking)
- Brochure holder: *Physical Activity. The Arthritis Pain Reliever.*

Print PSAs

- Don't Sit Still for Arthritis Pain (African American man washing car)
- What to Take for Arthritis Pain? (Two African American women walking dog)
- Reduce Arthritis Pain? (Caucasian couple dancing)
- Reduce Arthritis Pain? (Caucasian woman swimming)

Posters

- Don't Sit Still for Arthritis Pain (Caucasian woman biker)
- Don't Sit Still for Arthritis Pain (Two African American women walking dog)

Note: Hard copy printouts of print advertisements provide file names at the top left corner of the page.

APPENDIX D – RADIO SCRIPTS

Live-Read

Note: You may localize the following radio scripts by replacing the Arthritis Foundation’s national toll-free telephone number with your organization’s name/number. Be sure to maintain the time limit if you make such changes.

:30 “Don’t Sit Still”

Anncr: People with arthritis don’t have to sit still for the pain. Studies show that 30 minutes of moderate physical activity, three or more days a week, can actually help to relieve the pain. And you don’t have to do it all at once.

Swim for 15 minutes in the morning. Walk for 15 minutes after dinner. Go for a 20-minute bike ride – later take a 10-minute walk.

Keep moving and you could be hurting less and have more energy in just four to six weeks. To learn more, call 1-800-283-7800 [*or replace with your local telephone number*].

Physical activity. The arthritis pain reliever. A message from the Centers for Disease Control and Prevention and the Arthritis Foundation.

:30 “Take a Walk”

Anncr: If you have arthritis, you’ve probably tried all kinds of things to relieve the pain. But there’s something else you should be taking three or more days a week.

Take a walk. A swim. Or a bike ride.

Studies show that 30 minutes of moderate physical activity, three or more days a week, can help to reduce arthritis pain. Ask a friend or family member to join you for fun. To learn more, call 1-800-283-7800 [*or replace with your local telephone number*].

Physical activity. The arthritis pain reliever. A message from the Centers for Disease Control and Prevention and the Arthritis Foundation.

:15 “Don’t Sit Still”

Anncr: Have arthritis? Don’t sit still for the pain. Studies show that 30 minutes of moderate physical activity, three or more days a week, can actually help relieve the pain. You could be feeling better in four to six weeks. Physical activity. The arthritis pain reliever. A message from the Centers for Disease Control and Prevention and the Arthritis Foundation 1-800-283-7800 [*or replace with your local telephone number*].

:15 “Take a Walk”

Anncr: If you have arthritis, here’s something to take. Take a walk. A swim. A bike ride. Studies show that 30 minutes of moderate physical activity, three or more days a week, can help reduce arthritis pain. Physical activity. The arthritis pain reliever. A message from the Centers for Disease Control and Prevention and the Arthritis Foundation 1-800-283-7800 [*or replace with your local telephone number*].

Recorded Radio

:60 “Take a Walk”

ANNCR: If you have arthritis pain, there’s something you should be taking three or more days a week.

MAN: Take a walk.

WOMAN 2: Take a swim.

MAN: Take a bike ride.

ANNCR: Studies show that just 30 minutes of moderate physical activity three or more days a week can actually help to reduce arthritis pain. And you can turn physical activity into a fun part of your day.

WOMAN 2: Take a walk with a friend.

WOMAN 1: Take the grandkids to the pool.

ANNCR: It may hurt a little when you start out. So do your 30 minutes 10 or 15 minutes at a time, if you like.

MAN: Take it easy.

ANNCR: Get moving for 30 minutes, three or more days a week. Most people who do, have less arthritis pain and move more easily in just four to six weeks.

WOMAN 1: Take charge.

ANNCR: Physical activity. The arthritis pain reliever.

To learn more, call 1-800-283-7800 [*in the 55/05 version, you may replace with your local telephone number*].

A message from the Centers for Disease Control and Prevention and the Arthritis Foundation.

:60 “Don’t Sit Still”

ANNCR: You hear a lot about what people with arthritis can’t do, but do you know what you can do right now to help relieve the pain?

WOMAN: I swim for 15 minutes in the morning and, after dinner, I walk for 15 minutes with a friend.

ANNCR: Studies show that 30 minutes of moderate physical activity three or more days a week can actually relieve the pain and help you move more easily. You can even do your 30 minutes 10 or 15 minutes at a time.

MAN: My wife and I go for a 20 minute bike ride almost every day—then later I take a 10 minute walk around the block.

ANNCR: Get moving for 30 minutes, three or more days a week and you could be feeling a whole lot better in just four to six weeks.

MAN: You don’t have to sit still for arthritis pain.

ANNCR: Physical activity. The arthritis pain reliever.

For more information, call 1-800-283-7800 [*in the 55/05 version, you may replace with your local telephone number*].

A message from the Centers for Disease Control and Prevention and the Arthritis Foundation.

:30 “Take a Walk”

ANNCR: What should you take for arthritis pain?

WOMAN 1: Take a walk.

WOMAN 2: Take a swim.

MAN: Take a bike ride.

ANNCR: Research shows 30 minutes of moderate physical activity, three or more days a week, can help reduce arthritis pain.

You can do your 30 minutes 10 or 15 minutes at a time if you like.

WOMAN 2: Take charge.

ANNCR: Physical activity. The arthritis pain reliever.

A message from the Centers for Disease Control and Prevention and the Arthritis Foundation. Call 1-800-283-7800 [*in the 25/05 version, you may replace with your local telephone number*].

:30 “Don’t Sit Still”

ANNCR: If you have arthritis, don’t sit still for the pain. Studies show that 30 minutes of physical activity, three or more days a week, can bring some relief.

WOMAN: I swim for 15 minutes in the morning and walk for 15 minutes after dinner.

MAN: I go for a 20-minute bike ride — and later a 10-minute walk.

ANNCR: Ask a friend or family member to join you for fun.
Physical activity. The arthritis pain reliever.

A message from the Centers for Disease Control and Prevention and the Arthritis Foundation. Call 1-800-283-7800 [*in the 25/05 version, you may replace with your local telephone number*].

APPENDIX E – PRINT SPECIFICATIONS

Please refer to the hard copy printouts of the Arthritis Printing Specification Sheets for print material specifications.

APPENDIX F – SAMPLE LETTER TO PUBLIC SERVICE DIRECTOR

(Feel free to personalize and retype on your organization's letterhead)

Date

Public Service Director's Name

Address

Dear Mr./Ms. _____:

[insert your state statistic] people in **[insert state name]** have arthritis. They are among the 43 million Americans with arthritis who have tried various ways to relieve their pain associated with the condition. What some don't know or think possible, is that moderate physical activity for just 30 minutes a day, three or more times a week, can not only lessen pain, but can also help them become more active and energetic.

Being able to work for a living, play with children or grandchildren, do chores around the house, or just maintain independence, are among the concerns of people with arthritis.

[Name of your organization] wants your **[listeners/readers]** to know that arthritis pain and disability can be improved by moderate physical activity.

The enclosed PSA(s) will help your **[listeners/readers]** learn more about what they can do themselves to relieve pain, stiffness, and disability associated with arthritis. Included is a toll-free [or local] telephone number that your **[listeners/readers]** can call to get more information, 1-800-283-7800 [*or replace this with your local telephone number*]. We hope that you will help us encourage the many people in your community who have arthritis pain and disability to become more active and participate in work and leisure activities, which are critical to quality of life. I will follow this letter with a phone call in the next week at which time I can provide you with any further information or materials you may need. Thank you for your interest.

Sincerely,

[Name, Title]

Enclosure

APPENDIX G – SAMPLE LETTER FOR RESPONSE TO PUBLIC INQUIRIES

Dear Mr./Ms. _____:

Congratulations on taking the first step toward relieving your arthritis pain. Keep going and you could be hurting less, moving more easily, and feeling more energetic in just 4 to 6 weeks.

Recent studies have shown that moderate physical activity 3 or more days a week can help relieve arthritis pain, give you more energy, lift your mood, and make you feel more positive. Low impact activities at a moderate pace work best for people with arthritis. These include walking, biking, swimming, and everyday activities like gardening, dancing, and washing the car.

You may hurt a little at first, especially if you are not regularly physically active. But most people who stick with a program feel better within 4 to 6 weeks.

You can be active on your own, or join a group. We've enclosed some information to help you get started.

The *Walk with Ease* book shows you how to create a walking plan that is safe, convenient, keeps you motivated, and helps you manage your pain. Walking is easy: you can walk whenever you can fit it into your day, and you can invite friends and family along for fun.

PACE⁷ is a physical activity program just for people with arthritis. You'll be shown how to do gentle activities to help increase joint flexibility and maintain muscle strength.

The Arthritis Foundation Aquatic Program (AFAP) features water exercises that are especially good because they don't put excess strain on joints and muscles. You'll do gentle activities in warm water.

We've also included information about other free services available from the Arthritis Foundation, plus subscription information on *Arthritis Today*, the award-winning magazine that features the latest tips on living with arthritis.

Again, congratulations on your decision to take a walk, a bike ride, or swim. People with arthritis don't have to sit still for pain. Physical activity is the arthritis pain reliever.

Sincerely,

James S. Marks, MD, MPH
Director
National Center for Chronic Disease
Prevention and Health Promotion
Centers for Disease Control and Prevention

Tino Mantella
President and CEO
Arthritis Foundation